

Whitefish CVB
Marketing Plan for Fiscal Year 2008-2009

1. Purpose

The purpose of the Whitefish Marketing Plan is to enhance the economy of Whitefish by emphasizing its desirability as a travel and recreation destination to visitors who appreciate and respect the character of the place. Our mission is to build a high level of visibility and increase our name recognition as a premier year-round mountain resort town.

2. Identity of the Area – Strengths & Challenges

Strengths of Whitefish:

- Spectacular Scenery and Natural Beauty
- Recreation Opportunities - Glacier National Park; unlimited variety of water sports on pristine seven-mile long Whitefish Lake; premier golfing at Montana's only 36-hole championship golf course; downhill skiing at Whitefish Mountain Resort; cross-country skiing; snowboarding; snow-shoeing; snow-mobiling; indoor ice skating arena and outdoor skating on ponds and lakes; dog sledding; hiking; biking, swimming; canoeing; kayaking; fly fishing; boating; water-skiing; whitewater rafting; horseback riding; wildlife viewing, bird watching, camping and RVing; and photo opportunities. Excellent location for geo-tourism market.
- Charming historic downtown Whitefish - unique shops, art galleries, railroad museum, coffee houses, local brewery, nightlife.
- Quality lodging choices
 - Full service resorts
 - Small inns
 - Guest ranches
 - Family-friendly lodging
 - Condominiums
 - Vacation home rentals
- Excellent meetings and convention facilities
- Award winning restaurants
 - Exceptional, critically acclaimed fine dining in a relaxed casual atmosphere
 - Many locally-owned restaurants
 - Local eateries
- Cultural Arts and Entertainment – State-of-the art performing arts center, year-round live theater, film series, live music, Downtown Farmers' Markets, Winter Carnival and a complete series of festivals and unique community events.
- A wide offering of day spas and other health, beauty and fitness facilities including The WAVE, a community-owned indoor recreation center featuring three swimming pools, water slide, fitness center, gymnasium and racket courts, spa, massage, yoga, and day care.
- Access to Major Air and Rail and Highway Transportation - Glacier Park International Airport, a major jetport, is only 11 miles from city center. Whitefish is the busiest Amtrak station between Minneapolis and Seattle. The historic Depot is at the center of downtown. The Shuttle Network of Whitefish (S.N.O.W. Bus) is a free ski season town-to-mountain shuttle. Montana Highway 93 is the major north-south highway in western Montana, and the route into Montana from Banff & Jasper Parks.
- An authentic town with personality in the midst of a year-round natural playground. Whitefish is a community of real people who work hard to play hard.

Challenges for Whitefish:

- Lack of a strong marketing image and identity.
- Weak winter market, in spite of the prevalent local and regional perception of Whitefish as a “winter town”.
- Underdeveloped shoulder seasons.
- Lack of adequate air service: number of seats per plane, fewer flights, and non-competitive rates.
- Limited marketing funds.
- Potential loss of summer visitors because of ongoing Going-to-the Sun Road reconstruction in Glacier National Park.
- Dependence on climate and natural conditions (forest fires, drought, flood, etc.)
- Unpredictability of AMTRAK funding
- Limited retail shopping hours – Closures evenings and Sundays
- Road construction
- International Travel uncertainties
- Rising gas prices

3. Goals

- A. Establish our identity and presence in the marketplace as a unique destination.
- B. Rebuild traditional visitation from other areas of the state and neighboring states.
- C. Encourage destination visitation from the national market.
- D. Aggressively showcase Whitefish's vast array of winter sports.
- E. Entice Glacier National Park visitors to spend a few extra days in Whitefish because of all of Whitefish's “natural” advantages.
- F. Improve shoulder seasons with golf, fly fishing, bicycling, water sports, cultural activities, community events, fall foliage, birding, wildlife viewing, and encourage corporate retreats and sports events,
- G. Stimulate the publication of feature stories in national and regional magazines, major metro newspapers, and broadcast media.
- H. Improve Meeting and Convention market year-round.
- I. Increase visibility in International market.
- J. Highlight Whitefish as a location to the film industry.
- K. Gather information and statistics on Whitefish visitors for the purpose of marketing planning.
- L. Pursue new airline markets
- M. Increase occupancy from lodging facilities

4. Support for 5-year Statewide Tourism Strategic Plan

Whitefish's FY06 Marketing Plan supports the following parts of the 5-year Strategic Plan

Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.

- 1.1. Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans and track/report results.
 - 1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions
 - 1.1.b. Continue winter marketing
 - 1.1.c. Attend consumer shows
 - 1.1.d. Continue marketing to international travelers

- 1.1.e. Enhance tracking and reporting of results and return on investment (ROI) from state, regional and CVB advertising efforts
- 1.2 Promote Montana to targeted groups and events, emphasizing off- peak season.
- 1.3 Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.
 - 1.3.b. Implement the new Montana tourism brand
 - 1.3.c Conduct educational workshops, presentations and webinars
 - 1.3.d. Create cooperative marketing campaigns between agriculture and tourism
- 1.4 Improve Montana’s Visitor Information System to extend visitor stays and spending.
 - 1.4a. Create a database inventory of visitor information system components
 - 1.4.c. Provide advanced training for all VICs
 - 1.4.d. Use technology to enhance Montana visitor information marketing efforts

Goal 2: Attain public policy and citizen support for sustainable tourism and recreation.

- 2.1 Build awareness through statewide publicity efforts about the new Montana tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.
- 2.2. Provide concise, visual briefings and presentation to policy makers and business groups about Montana tourism issues and benefits.

Goal 3: Address management and access issues for sustainable recreation on private, state, and federal lands.

- 3.1 Educate visitors, suppliers, residents about ethics and responsibilities on public/private lands
- 3.2 Coordinate statewide tourism marketing efforts to ensure consistency with land management

Goal 4: Enhance and preserve Montana’s culture and history (historic sites, museums, art, music,

- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
 - 4.1.a Use historic/cultural attractions as venues for conferences, events, and seminars
 - 4.1.b Develop artisan/craftsmen trails statewide to highlight history and culture
 - 4.1.e Plan and promote commemorations of historic events in Montana
 - 4.2.d Revitalize historic downtowns as vibrant destinations for travelers

Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets.

- 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
 - 5.1.b Expand winter tourism products/activities (spas, arts/culture, tribal events, etc.)
 - 5.1.c Encourage use of Made/Grown-in-MT products by restaurants, markets, retailers, etc
 - 5.1.d Identify new opportunities for guided visitor services on public/private lands
- 5.2 Provide information about technical/financial assistance available to tourism businesses
 - 5.2.a Distribute assistance information via tourism meetings, web sites, newsletters, etc.

Goal 6: Address tourism and recreation professional development, workforce availability, training, and affordable housing issues.

- 6.1.a Encourage all MT CVBs to join DMAI or WACVB trade associations, adopt standards
- 6.1.b Sponsor training for staff/volunteer board members of nonprofit tourism, recreation, historic, and cultural organizations and agencies

Goal 7: Improve Montana’s transportation system for both residents and visitors

- 7.1 Increase air service capacity to and from Montana cities
- 7.3 Improve and maintain Montana roads and bridges
- 7.4 Increase use of passenger rail and transit service in Montana
 - 7.4.a Promote Amtrak’s Empire Builder service in Montana
 - 7.4.b Promote excursion rail service in Montana
 - 7.4.c Encourage/expand intercity transit service to high traffic visitor locations
- 7.5 Expand bike/pedestrian trail systems among communities, and connections to trailheads

Goal 8: Enhance the “curb appeal” of Montana communities to attract visitors

- 8.1.c Support City/County planning and growth policies to preserve community character

- 8.2.a Improve appearance of community entrances, commercial areas, and public parks
- 8.2.b Address billboard proliferation and create incentives for replacement with
- 8.2.d Encourage communities to seek grants for rural cell phone/high speed Internet
- 9.1 Seek increases in state funding for targeted tourism marketing/programs/facilities
- 9.2 Foster opportunities to pool public and private marketing dollars
- 9.3 Enhance funding for region and CVB marketing efforts

Goal 10: Build an effective “team” to implement the Strategic Plan, and report results

- 10.1 Recognize Travel Montana as ‘team captain’ to communicate/coordinate regularly with partners
- 10.2 Create public/private/tribal partnerships for cooperative project implementation
- 10.3 Implement Strategic Plan discussion/reporting to align activities with goals and actions
- 10.4 Streamline reporting process of marketing plans/expenditures to TAC/TM by regions & CVBs
- 10.5 Obtain strategic research to inform tourism marketing, development, and policy decisions
 - 10.5.a Continue to conduct research about resident/nonresident travelers in Montana
 - 10.5.b Purchase research about national/international tourism and recreation trends
 - 10.5.c Continue regular monitoring of Montanans’ opinions about tourism and recreation

5. Objectives

Whitefish Businesses collect resort tax that is separated into 3 categories: Lodging, Restaurant / Bar, and Retail with collections reported monthly. The tax is only collected within the city limits, which corresponds to our accommodations tax collection area. The WCVB's objective is to improve the economy of Whitefish, as measured by the increase in resort tax collections. For FY 2009 our objective is to increase the total resort tax by 5% over FY 2008.

In addition, we wish to get our name and our image in front of hundreds of thousands of potential Montana visitors. Tracking is completed by the number of inquiries and distribution of travel planners, Glacier Guides, GWVA Maps, Montana Winter Guides, Flathead Golf Guides and on-line ads, giving us the number of visitors and potential visitors who responded to or saw our message. Our FY 09 goal is to increase travel planner distribution/download by 20% and increase website visits by 30%.

6. Target Geographic Markets

Whitefish wishes to reach a national audience of destination travelers who match the description by National Geographic and Tourism Industry of America of “Geotourists”, the high value/low impact visitor who appreciates authentic experiences and respects “sense of place”. We also wish to attract the meeting and convention market, the international visitor and the film industry.

A. Pacific Northwest

- Seattle, Portland, I-5 corridor

B. Zonal

- Southeast U.S.
- Northeast U.S.
- Upper Midwest
- Southwest

C. Regional drive-to (within a 300-mile radius)

- Montana
- Eastern Washington
- Northern Idaho
- Southern Canada

7. Target Demographics and Psychographics

Whitefish will market to the visitor segments identified by National Geographic and Travel Industry of America as “Geotourists.” These segments: Geosavvys, Urban Sophisticates and Traditionals match with the Prizm segments.

We would like to match our media buy with the information from the Travel Montana branding project:

8. Marketing Methods

Consumer and Meeting and Convention - Print Ads, Online Advertising, Public Relations, (including press trips), Trade Shows, Website, Broadcast Media, Fam trips, and Cooperative marketing with Travel Montana and Glacier Country.

	A	E	F
1	Whitefish Convention & Visitor Bureau		
2	Fiscal Year 2008-2009		
3	Annual Budget Overview		
4			
5		Project Budget	Total Budget
6	Support		\$ 30,000.00
7	Administration	\$12,852	
8	Opportunity	\$5,000	
9	Joint Ventures (with Travel Montana)	\$ 12,148.00	
10	Consumer Advertising	\$ 10,000.00	\$ 10,000.00
11	Montana Travel Planner		
12	Glacier Country Ad		
13	Glacier Waterton Visitors Assoc. Map		
14	Flathead Golf Guide		
15	Montana Winter Guide		
16	Online Advertising		
17	Internet Site	\$ -	\$ -
18	Meetings & Conventions	\$ -	\$ -
19			
20	Publicity		
21	Public Relations Firm	\$ 35,000.00	\$ 35,000.00
25	Photography	\$ 2,000.00	\$ 2,000.00
26	TAC Travel	\$ 1,500.00	\$ 1,500.00
27	Marketing Plan Development	\$ 1,500.00	\$ 1,500.00
28			
29			
30			
31	TOTAL BUDGET REQUESTED	\$ 80,000.00	\$ 80,000.00
32			
33	Budget Projections- at 100%	\$64, 258	
34	FY 07 cancelled/under budget project funds		
35	Additional rollover after audit	\$18,641.23	
36			
37	If revenue decreases by 10%, decrease Opportunity		
38	We do not choose to reserve funds for future years' projects.		

Application for projects over \$500

Organization Name: WCVB

Project Name: Joint Venture with other Bed Tax Entities

Application Completed by Jan Metzmaker

Approval Requested

Final

X Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

It is important to leverage our marketing dollars with Travel Montana and other bed Tax Collection entities. We work closely with Glacier Country and FCVB on many projects in which we have a common interest. The WCVB would like to use \$10,00 of our bed tax funds for Joint Venture projects.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

Increase Whitefish Resort tax by 5% over 2008

Increase Travel Planner distribution/download by 20%

Increase website visits by 30%

Refer to the portions of your marketing plan, which support this project.

A., B., C., D., E., F., G., H., I., M.

How does this project support the Strategic Plan?

1., 1.1., 1.1.a., 1.b., 1.c., 1.d.

1.2., 1.3., 1.3.b., 1.3.d.

2., 2.1.

4.1.

10., 10.1., 10.2., 10.3.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached No

Budget page attached Yes

**WCVB Project Budget Joint Venture
2008/2009**

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
Joint Ventures w/Travel MT	\$11,148.00	+	\$0	=	\$11,148.00
Joint Ventures with Other Bed					
Tax entities	\$1,000.00	+	\$0	=	\$1,000
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	12,148.00		0.00		12,148.00

MARKETING/ADVERTISING:

		+	\$0	=	\$0
	\$0	+		=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

TRAVEL:

		+	\$0	=	\$0
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

OTHER:

	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
		+	\$0	=	\$0
		+	\$0	=	\$0
TOTAL					\$0

REGION/CVB	12,148.00	+	0.00	=	12,148.00
PROJECT TOTAL					

Application for projects over \$500

Organization Name: WCVB

Project Name: Consumer Ads FY 09

Application Completed by: Jan Metzmaker

Approval Requested

X Final

 Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

The WCVB would like to use \$10,000 of our bed tax funds to get its name in front of thousands of potential visitors to Montana. Consumer advertising is essential to build a high level of visibility and increase our name recognition as a premier year-round mountain resort town. Display advertising in publications produced by Travel Montana and other visitor associations are good values. Online advertising is cost efficient and an excellent way to quickly reach large numbers of the traveling public.

The list of publications in which we may advertise is included.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

Increase Whitefish Resort tax by 5% over 2008

Increase Travel Planner distribution/download by 20%

Increase website visits by 30%

Refer to the portions of your marketing plan, which support this project.

A., B., C., D., E., F., G., H., I., M.

How does this project support the Strategic Plan?

1., 1.1., 1.1a., 1.1b., 1.1d., 1.2., 1.3., 1.3.b.

2.1.

4., 4.1.e.

7.4.

10., 10.1., 10.2.

List of publications is attached.

Budget page attached Yes

Applications for Consumer Ads p. 2
REQUIRED SPECS FOR
PROJECTS
WCVB FY 09
Consumer Advertising

ADVERTISING MEDIA

Publications:

Montana Travel Planner
Glacier Country Travel Planner
Glacier Waterton Visitors Assoc. Map
Montana Winter Guide Montana's
Cultural Treasures
Flathead Golf Guide

Online Advertising:

Away.com
Skinet.com
Onthesnow.com
Google and Yahoo ad words

We may advertise in the following publications:

Audubon
Big Sky Journal
Calgary Herald
Calgary Sun
Chicago Tribune
Delta Inflight
Empire Builder Magazine
FFwd (weekly magazine in Calgary)
Good Housekeeping
Horizon Inflight
Lethbridge Herald
Lively Times
Meetings magazines
Smart Meetings
Association News
Missoula Independent
Missoulain
Montana Magazine
National Geographic (any of their publications)

99 Things to Do in Yellowstone Country
Northwest Magazine
Northwest Airlines Magazine
Outside
Portland Oregonian
Powder Magazine
Seattle Post Intelligencer
Seattle Times
Seattle Weekly
Ski Magazine
Skiing Magazine
Spokesman Review
United Airlines Hemisphere Magazine

**WCVB FY 09
Consumer Ads**

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Print Ad Creative	\$1,500	+	\$0	=	\$1,500
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$1,500		\$0		\$1,500

MARKETING/ADVERTISING:					
	\$8,500	+	\$0	=	\$8,500
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$8,500		\$0		\$8,500

TRAVEL:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

OTHER:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

REGION/CVB PROJECT TOTAL	\$10,000	+	\$0	=	\$10,000
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Project Application FY 09

Organization Name: WCVB_____

Project Name: Publicity FY 09_____

Application Completed by: Jan Metzmaker_____

Approval Requested

X **Final**

_____**Preliminary**

The WCVB would like to use \$35,000 of our bed tax fund for our publicity program. Whitefish is committed to an aggressive publicity campaign designated to stimulate editorial and photographic coverage in the regional and national press. Because of our limited promotional dollars, publicity is more effective than paid advertising in generating media coverage.

In FY 09, Whitefish CVB will continue its highly successful public relations program to include but not be limited to:

- **Targeted media relations- pitching and following up**
- **Maintenance of a highly targeted media database**
- **Representation at appropriate travel and media relations**
- **Agency work on group and individual press trips for top-tier regional and national media. Agency work includes development of invitations, distribution of invitations, development of itinerary targeting of invitees, coordination of trip and media follow-up (including providing clips). Hard costs of press trips are donated by area businesses. We will use agency time to prepare for press trips, and use private funds for the actual trips.**
- **Updated media kit- the narrative will be updated and improved. There will be an initial print run of 50 with additional kits printed as needed. In an average year, 250 kits are distributed to media. The media kit is also available online.**
- **Work with national, state and regional public information staff regarding status of Going- to-the-Sun Road and national disaster updates and messaging.**
- **Work with the Crown of the Continent National Geographic Map Guide Committee to maximize press opportunities.**
- **Work with Glacier National Park Centennial Committee to inform public about upcoming Centennial celebration in 2010.**

Objectives:

To increase the Whitefish Resort Tax by 5% over FY 08

Increase request for Travel Planners by 20% and increase visits to our website by 30%.

Host two fam trips and two have articles published with in 12 months.

Supported in marketing plan:

- A. Establish our identity and presence in the marketplace as a unique destination**
- C. Encourage destination visitation from the national market**

G. Stimulate the publication of feature stories in national and regional magazines, major metro newspapers and broadcast media.

Supported in the Strategic Plan:

1., 1.1.a., 1.1.b., 1.1.d.

1.2., 1.2.a., 1.2.c., 1.2.d., 1.2.e.

1.3., 1.3.b., 1.3.c., 1.3.d.

1.4.c.

2., 2.1.,

4., 4.1.e.

5.5.1., 5.1.a., 5.1.b.

7.4.a., 7.4.b.,

10., 10.1., 10.2

Detail pages attached no

Budget page attached Yes

Note: We will use agency time to prepare for the press trips but will be using private funds for the actual trips. Therefore, we have submitted a request for final approval.

**WCVB Project Budget- Publicity
2008-2009**

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
Media Relations	\$14,375.00	+	\$0	=	\$14,375.00
Media Database and clipping	\$1,750.00	+	\$0	=	\$1,750
Press trips/Agency Time	\$12,875	+	\$0	=	\$12,875
Photography/ includes updates to existing on-line archive and					
Photo CDs	\$1,625	+	\$0	=	\$1,625
On-line media kit	\$2,625	+	\$0	=	\$2,625
Program: reporting/updates at meetings, budget review and planning					
	\$1,750	+	\$0	=	\$1,750
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	35,000.00		0.00		35,000.00
MARKETING/ADVERTISING:					
	\$0	+		=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0
TRAVEL:					
		+	\$0	=	\$0
		+	\$0	=	
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0
OTHER:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
		+	\$0	=	\$0
		+	\$0	=	\$0
TOTAL					\$0
REGION/CVB PROJECT TOTAL	35,000.00	+	0.00	=	35,000.00

Application for projects over \$500

Organization Name WCVB

Project Name FY 09 Photography

Application Completed by Jan Metzmaker

Approval Requested

X Final

 Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

The WCVB would like to use \$2,000 of bed tax funds for photography. As a result of our aggressive marketing and public relations program, we receive numerous requests for high quality photography. Although we have good quality photos, many are over-used and some of the most requested shots are not in our library. We will expand the list of necessary photography, purchase rights to use them, or contract for additional photos. We always need additional photos for our website and travel planner.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

Increase website visits by 30%

Increase travel planner distribution/downloads by 20%

Increase Whitefish Resort Tax by 5% over 2008

Refer to the portions of your marketing plan, which support this project.

A. Establish identity and presence in the marketplace as a unique destination

D. Aggressively showcase Whitefish's vast array of winter sports.

G. Stimulate the publication of feature stories in national and regional magazines, major metro newspapers, and broadcast media.

How does this project support the Strategic Plan?

1., 1.1.a., 1.1.b., 1.2., 1.3., 1.3.b.,

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached No

Budget page attached Yes

**WCVB Project Budget FY09
FY 09 Photography**

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Photograph purchases	\$1,400	+	\$0	=	\$1,400
scanning	\$600	+	\$0	=	\$600
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$2,000		\$0		\$2,000

MARKETING/ADVERTISING:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

TRAVEL:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

OTHER:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

REGION/CVB PROJECT TOTAL	\$2,000	+	\$0	=	\$2,000
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Application for projects over \$500

Organization Name WCVB

Project Name Marketing Plan Development

Application Completed by Jan Metzmaker

Approval Requested

X Final

 Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

It is important to leverage our marketing dollars with Travel Montana and take advantage of the markets and campaigns they are developing. In order to do that, we need to attend any meetings for joint marketing plan development. We may use funds for professional agency assistance in developing and helping us integrate Travel Montana's branding project with our message. The WCVB would like to use \$1,500 of bed tax funds for marketing plan development.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

Increase Whitefish Resort tax by 5% over 2008

Increase Travel Planner distribution/download by 20%

Increase website visits by 30%

Refer to the portions of your marketing plan, which support this project.

A., B., C., D., F., G., H., I., M.,

How does this project support the Strategic Plan?

1., 1.1., 1.1.a., 1.a.b., 1.a.d.,

1.2., 1.3., 1.2.b., 1.3.c., 1.3.d.,

2., 2.1.

4.1.,

10., 10.1., 10.2., 10.3.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached No

Budget page attached Yes

WCVB BUDGET FY 09
Marketing Plan Development Budget

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
agency	\$500	+	\$0	=	\$500
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$500		\$0		\$500

MARKETING/ADVERTISING:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

TRAVEL:					
travel, hotel, food	\$1,000	+	\$0	=	\$1,000
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$1,000		\$0		\$1,000

OTHER:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

REGION/CVB	\$1,500	+	\$0	=	\$1,500
PROJECT TOTAL					